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(54) Title: METHOD OF CODING AND TRANSMITTING EPG DATA, CODER AND RECEIVER

(55) Abstract: EPG data regarding programs and their scheduled times are structured and/or transmitted in such a way that program and schedule records are interleaved. This scheme allows better handling by receiving devices such as embedded devices (i.e. LCD car key), because a more efficient reception and storage of transmitted data is possible. In particular, the receiving device can parse and store the downloaded EPG data on the fly as it is being received (it can start reading, parsing and storing before the complete reception of data is finished). At any time when the device would have to stop storing EPG data into persistent storage, (almost) all of the data that was stored can actually be used.